

SEATTLE MARINERS AND MARINERS CARE
SOCIAL JUSTICE COMMITMENTS:

REFLECTING ON ONE YEAR OF PROGRESS



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SEATTLE MARINERS AND MARINERS CARE SOCIAL JUSTICE COMMITMENTS: REFLECTING ON ONE YEAR OF PROGRESS

In July 2020, the Seattle Mariners and Mariners Care made a commitment to leverage our platform of baseball to advance social justice and racial equity. One year later, we're excited to share the progress and impact we've made.

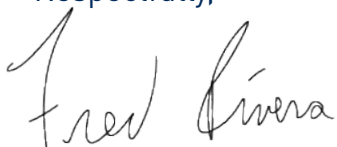
Our efforts this past year build on a long history of the Mariners acting as a positive force in our community. For more than three decades, our club has promoted education, health, and wellness—especially for young people. We believe baseball has the power to provide collective catharsis, bring communities together around a common cause, and offer a welcome distraction from harsh realities. We commit to using our unique platform to be a force for good.

Amidst a year spent grappling with the COVID-19 pandemic and nationwide unrest, we reached an inflection point. Following the murder of George Floyd and the senseless killings of numerous other Black people, our country's racial reckoning hit home. We witnessed our communities struggle with the ripple effects of systemic racism, our players courageously sit out in protest, and our youth stand against police brutality. Through continued conversations, Black and Brown Mariners players shared their difficult experiences with racism—on and off the field. Their courage inspired us to move forward with greater intention.

Advancing social justice and racial equity is now the explicit focus of our activities in the community. This requires us to re-examine not just our philanthropic efforts but every aspect of our work as an organization. From supporting student-athletes of color to selecting more diverse business partners, the Mariners and Mariners Care aim to open doors for people who have traditionally been marginalized.

Our efforts over the past year have been a strong step in the right direction and we commit to being held accountable to help create sustainable solutions. The Mariners strive to be a trusted partner in our communities—we are in this work for the long haul. Together we can ensure that our communities are places where everyone can thrive.

Respectfully,



Fred Rivera,

EVP and General Counsel



John Stanton

Chairman and Managing Partner, Acting President & CEO

WHY WE MADE THESE COMMITMENTS

Our communities should be places where everyone can thrive. The Mariners and Mariners Care are dedicating our people, partnerships, and philanthropy to help make this possible.

Across King County and Washington State, there is a sizeable gap between the health and economic outcomes of many Black, Indigenous, and People of Color (BIPOC) and their white peers. The systems that created this gap threaten the vitality of our entire community. We cannot be a truly thriving region until everyone has the opportunity for good health and economic stability.

OUR COMMITMENTS TO SOCIAL JUSTICE AND RACIAL EQUITY

The Mariners and Mariners Care decided to put our resources to use where they can have the most impact. After significant research and consideration, we took action to:

- Make baseball and softball more equitable and accessible
- Promote positive physical and mental health for BIPOC youth
- Accelerate equitable outcomes for BIPOC businesses
- Advance equity through COVID-19 response and recovery

We are doing this work through a combination of efforts including philanthropic grants, sustainable partnerships, targeted allocations of our business resources, investments in academic and training programs, and education and awareness-raising through our communication platforms.

75% | “Low income”



95% | “Affluent”



Kids are more likely to participate in organized sports if their families have higher incomes. 75% of children from “low income” (< \$72k/year) play organized sports vs. 95% of affluent (\$96k+).

Source: King County State of Play Report

OUR IMPACT

MAKE BASEBALL AND SOFTBALL MORE EQUITABLE AND ACCESSIBLE

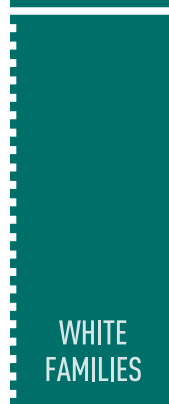


Baseball loses more kids by middle school than any other sport with almost 2 million fewer participants for ages 13-17 than ages 6-12.

Little League and other forms of community-based play are dominant through age 13, then players transition to larger fields and cost-prohibitive travel teams.

Source: King County State of Play Report

\$94,533

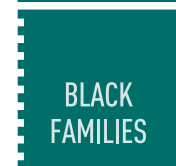


WHITE FAMILIES

In 2019, the median income for white families in King County was \$94,533, and only \$48,075 for Black families.

Source: The Race Gap (King County, WA)

\$48,075



BLACK FAMILIES

INVESTING IN STUDENT-ATHLETE SUCCESS— ON AND OFF THE FIELD

The **Hometown Nine** is a five-year fellowship program that helps BIPOC student-athletes achieve athletic and academic success. Each year, the Mariners and Mariners Care commit to nine incoming eighth-graders in King, Pierce, and Snohomish Counties. The inaugural class of the Hometown Nine

was announced in 2020 and we will announce our second class in August 2021.

The Mariners provide financial, academic, professional, and social support to encourage success in the Fellows' athletic careers and educational journeys.

Mariners Care also underwrites the playing fees for elite baseball and softball training, offering young people in the program equitable access to competitive play. Baseball loses more athletes in middle-school than any other sport. With community-based opportunities ending at age 13, most athletes are required to pay-to-play with cost-prohibitive travel teams, or quit all together. The Hometown Nine was strategically designed to combat this dropoff effect with an upstream approach.

In conjunction with athletic support, each young person is paired with a Mariners player and Mariners Front Office staff who serve as mentors. They meet quarterly to provide academic and professional guidance. As the Hometown Nine participants near high school graduation, they will participate in events tailored to future academic pursuits, including college admissions prep, essay writing support, and more.

We aim to ensure a 100% high school graduation rate for all members of the Hometown Nine, and to help secure partial scholarships for 75% who wish to play baseball or softball at the collegiate level.

The Hometown Nine is just one of the Mariners **"On BASE" (Baseball and Softball Everywhere)** programs. On BASE aims to improve playing opportunities for kids of different races, ethnicities, gender identities, sexual orientation, physical ability, and economic circumstances. We serve children and young people ages 5-18, as well as their coaches and parents.



On BASE programs have included a partnership with Metro Parks Tacoma, offering Mariners Grand Slam Camps, and sponsoring the Active Kids Fund that covers sports fees for 1,500 kids on free and reduced-price lunch programs. In addition, our Equipment Donation Grant program has provided grants for sports gear to 40+ high-need schools throughout Washington and Oregon. Last year, we gave 10 schools equipment grants totaling \$50,000—including a grant to our first school in Oregon.

We're committed to changing the environment of youth sports so that all young people feel welcome. This involves training coaches to create culturally relevant spaces and embrace anti-racist coaching. The Mariners are proud that On BASE programs are increasing access to sports for thousands of kids in Washington, Oregon, and beyond.



IMPACT SPOTLIGHT: KAHEALANI SHARPE

As a fourteen-year-old multi-sport athlete, Hometown Nine Fellow Kahealani Sharpe has gained a lot of wisdom both on and off the field. This is exemplified in her outstanding softball skills, her advocacy against bullying, and her compassionate mentorship of her peers.

Kahealani, a proud Hawaiian, hopes to continue being a mentor for others, including future Hometown Nine fellows: "I plan to lean on my experiences to help shape and improve the lives of people in my community by actively seeking ways to share compassion, strength, and confidence. My hope is that the impact of those actions will have a ripple effect that can continue to improve lives beyond what I can see."

Her mother, Shalana Sharpe, describes Kahealani as "the friend that all of her peers go to for help and advice." Shalana also works for a nonprofit and helps to find equitable housing solutions for those in need, making her a significant source of inspiration for her daughter.

The Hometown Nine Program has opened up even greater opportunities for Kahealani to play sports and excel, and she is grateful to be a part of it. She plans to keep playing softball for as long as she can and strives to become a D1 athlete in the future.

PROMOTE POSITIVE PHYSICAL AND MENTAL HEALTH FOR BIPOC YOUTH

A JOINT COMMITMENT TO SYSTEMIC CHANGE IN YOUTH SPORTS

As part of our commitments to social justice and racial equity, the Mariners developed a new Community Impact Grant program. These grants fund organizations that improve the physical and mental health of young people and accelerate equitable outcomes for BIPOC communities. Mariners Care has committed to giving \$1 million in grants over the course of five years.



One of our first grants went to the **King County Play Equity**

Coalition. The Coalition aims to increase the rates of youth meeting the CDC's Physical Activity Guidelines so that all young people in King County can have access to the benefits of movement. Its 110+ member organizations are focused on systemic change in youth sports.

The Coalition's leaders are determined to push back against the "adultification" of youth sports. Pay-to-play and club teams do not center the needs of kids, what they want to do, and how they want to play. To amplify youth voices, Mariners Care awarded the Coalition one of our Community Impact Grants in May 2021. The grant will partly finance creation of a Youth Action Team to inform and guide inclusion work moving forward.

In the coming months, the Team will start as a core group of 12-15 eighth-graders and high-school students. The Coalition will provide a stipend that allows these young people to formulate and implement ideas for advancing play equity in their communities—creating a ripple effect to positively impact youth athletics for the next generation.

"We need to make systemic change so that more kids, particularly those who are disenfranchised from youth sports and physical activity, can have access and that systems that historically exclude youth of color and low-income youth will change," said Julie McCleery, PhD, Director of Research-Practice Partnerships at the UW Center for Leadership in Athletics.



BOYS & GIRLS CLUBS
OF SNOHOMISH COUNTY

NEXT UP:
We are pleased to provide a

new Community Impact Grant to the **Boys & Girls Club of Brewster, WA.** The grant will provide year-round baseball, softball, and fitness opportunities for local youth in Brewster, a low-income rural community in Okanogan County. Support from Mariners Care will help Club participants take part in regional baseball and softball leagues, as well as provide transportation to games and practices—lifting a tremendous burden from working families. It will also allow the organization to develop its own activities.

Brewster is an agricultural community where a large population of children come from migrant families, with 98% of school district children speaking English as a second language. Many of the youth rely on the Brewster Boys & Girls Club before and after school for nutrition, academic enrichment programs, and physical activity. We are excited to support the Club because all kids have a right to play and be healthy.

IMPROVING MENTAL HEALTH THROUGH THERAPEUTIC HOUSING

Young people of color, especially girls, too often struggle with mental health challenges. In May 2021, the Mariners awarded a Community Impact Grant to **You Grow Girl!**, an organization that provides mental and behavioral health services to female-identifying youth and families from BIPOC communities.

You Grow Girl!

The grant will help finance creation of a therapeutic

housing program for young women of color who are experiencing homelessness. You Grow Girl! aims to provide safe, accessible, and long-term housing, as well as holistic, wrap-around services that will inspire young women to realize sustainable success. Each participant in the program will have access to a network of resources tailored to their individual needs—including a case manager, therapist, youth peer mentor, life skills coach, weekly support groups and sisterhood meetings, job readiness training, and mental health services.

The program will be piloted in the coming months with a two-bed facility in South Seattle and possibly a four-bed facility in Pierce County. You Grow Girl! welcomes female-identifying youth ages 17-24 to stay in this free program for up to 18 months.



IMPACT SPOTLIGHT: “THESE ARE MY SISTERS”

Founder and Executive Director Jamila Coleman leads You Grow Girl! with a passion that stems from her own life experience as a survivor of the foster care system: “This is my life; these are my sisters. I wish I had had someone to be an ally and an accomplice. Young girls of color need access to opportunities and resources, not access to help. Help is temporary and is not sustainable if our youth are not taught essential life skills.”

The housing program will make a difference in the lives of youth that have been notoriously overlooked and underserved and would otherwise remain on the streets. It is about providing opportunities for these girls to thrive—not just survive—by building a foundation for success.

Jamila explained that You Grow Girl! has received many donations during the pandemic and national reckoning over race—she hopes the support is long-term. “If you’re going to invest in the work, make sure it’s sustainable. It’s not just the money. We want you to be committed to change. Create opportunities and use your platform to dismantle broken systems so that girls and women from under-resourced populations can actually thrive. Be about it!”

NEXT UP: Mariners Care recently awarded a Community Impact Grant to **CHOOSE 180**, an organization that serves young people ages 12-24 who are in King County’s criminal legal system or at risk of getting into legal trouble. CHOOSE 180 partners with school districts and other systems to replace punitive approaches with the therapeutic and restorative services that youth need. Our grant will increase access to counseling and other mental health resources, as well as help CHOOSE 180 expand their outreach, support program development, and train staff.

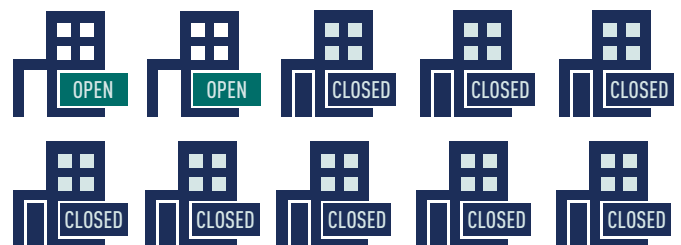


CHOOSE 180 launched in 2011 to address a gap identified by King County Prosecutors, who acknowledged they were failing BIPOC youth in the criminal legal system. For the last 10 years, the organization has held on to its core belief that people impacted by systems of oppression, like racism and incarceration, are best suited to serve others struggling with the same challenges. Since its founding, 4,000 participants have completed the program and avoided prosecution.

ACCELERATE EQUITABLE OUTCOMES FOR BIPOC BUSINESSES

In 2012, only **0.27%** of Washington State’s businesses were Black-owned and only **0.85%** were Latinx-owned. The vast majority—**96%**—were white-owned businesses.

Source: 2012 Economic Census with demographic estimates from 2012 Survey of Business Owners



Starting a business is always challenging but Black-owned businesses face particular hurdles. In the U.S., 8 out of 10 Black owned businesses fail within the first 18 months

Source: MSNBC

But BIPOC-owned businesses increasingly generate jobs and revenue for the U.S. economy. From 2002 to 2016:

- The number of people employed by Black-owned businesses increased 50.3%
- Employees of Latinx-owned businesses increased 81.4%
- Employees of Asian-owned businesses increased 99.9%

Source: Timothy Bates



IMPACT SPOTLIGHT: “THE IMPACT HAS BEEN IMMEASURABLE”

UW’s Minority Business Executive Program aims to provide BIPOC-owned small businesses access to critical academic resources that translate to business success. Michael Verchot, Director of The Foster School of Consulting, has seen the program’s impact.

“Our benchmark is for businesses that we work with to grow faster than GDP. According to 2020 data, our businesses grew at an average rate of 9%. The statewide GDP growth rate for the previous year was 3%—that’s consistently 2-3 times area GDP growth rate,” said Verchot.

Ezell’s Famous Chicken is one business that has partnered with the Foster School and seen the benefits.

“What they were able to offer us was resources that most small businesses could not afford. The impact has been immeasurable... without that I don’t know that we’d have the 17 stores we have today. I don’t know if we’d have the impact on the community that we’ve had,” explained Ezell’s Co-founder Lewis Rudd.

Our Community Impact Grant to the Foster School aims to nurture more successful BIPOC entrepreneurs like Lewis Rudd. Through the grant, business owners receive executive training and teams of students, led by alumni and other business leaders, partner with them to help achieve their goals.

We hope that this is the beginning of a meaningful partnership between the Mariners and the Foster School. We are working together to create a pipeline for minority-owned businesses to become vendors at T-Mobile Park as part of our efforts to diversify business spending.

BOLSTERING SKILLS OF BUSINESS OWNERS

The Mariners are helping BIPOC business owners get the skills, training, and support they need to thrive. Our Community Impact Grant program will provide scholarships for five local BIPOC business owners to participate in the University of Washington’s Foster School of Business’s Minority Business Executive Program. Participants learn how to use financial tools, create strategic plans for growth and sustainability, deploy new technology, and market their goods and services.

Over the next three years, the Minority Business Executive Program aims to create 40 more people of color-owned businesses that have revenues of at least \$1 million dollars, 75 more at the \$5 million level, and 25 more at \$10 million level. This growth would add more than \$1 billion dollars of new revenue for these companies and the larger economy.

DIVERSIFYING OUR BUSINESS PARTNERSHIPS

The Mariners are changing the way we spend money on business partnerships. We aim to create more opportunities for BIPOC-owned businesses by spending at least \$2 million each year with them.

This past year has been difficult from a business perspective and we were not able to increase our partnerships with BIPOC-owned businesses at the level we had hoped. Because of the pandemic and a highly restricted 2020 baseball season, the Mariners work with partners for concessions, promotional items, and every aspect of the ballpark experience was extremely limited. Despite these obstacles, we still reached 78% of our goal in 2020 and spent more than \$1.5 million with BIPOC-owned business partners.

We have laid the groundwork for better outcomes in 2022 by making focused efforts to identify BIPOC-owned partners who provide the goods and services that the Mariners need. We see particular potential for partnership growth in construction and hospitality.



IMPACT SPOTLIGHT: PLANLED

PlanLED is a diverse business partner of the Mariners and an essential part of T-Mobile Park operations. Founded in 2008 by John Hwang and Janie Chung, PlanLED is a certified minority-owned business that focuses on human-centric lighting solutions, meaning they use science and research to incorporate knowledge of health, performance, and human safety into lighting.

The Mariners work with PlanLED began in 2013, displaying human-centric lighting in professional sports for the first time in history, then they partnered to bring LED stadium lights to T-Mobile Park in 2015, marking a first for an MLB stadium in the United States. "Our partnership with the Mariners gave us the opportunity to display our advanced technology on a large-scale, mainstream platform," said CEO John Hwang.

Since the initial partnership with the Mariners, PlanLED has installed LED stadium lights in Yankee Stadium in New York, Busch Stadium in St. Louis, Moda Center in Portland, SAP Center in San Jose, and Ball Arena in Denver and forged many more partnerships nationwide.

Like the Mariners, PlanLED has social justice commitments of their own. They have partnered with baseball icons like Edgar Martinez and Mariano Rivera to donate light fixtures to nonprofits and hold educational events.

They have worked closely with Indigenous people around the Puget Sound region. As an example, PlanLED has a long-term friendship with the Muckleshoot Tribe, partnering with the tribal leadership to run youth basketball leagues and taekwondo classes on weekends. The company continues to hold basketball outreach programs for local youth, creating a safe place with a focus on drug and alcohol prevention, mentoring, counseling, and lots of free food.

CENTERING DIVERSITY AND INCLUSION IN THE FRONT OFFICE



The business side of baseball remains predominantly white and male. 71% of MLB Front Office professionals identify as white and 80% are men.

Source: MLB

The Mariners are working alongside Seattle's other professional sports teams to diversify Front Office jobs in professional sports. The Seattle Mariners, the Kraken, and other area sports teams are partnering with Seattle University's (SU) Albers School of Business and Economics to launch an MBA in Sport and Entertainment Management program. The new program aims to further the discussion around social justice and diversity, equity, and inclusion in the professional sports industry. SU's first cohort of 30+ students started this past June.



IMPACT SPOTLIGHT: EDUCATING FUTURE LEADERS FOCUSED ON SOCIAL JUSTICE

The SU program is unique. Aside from the University of South Florida, no other sport management MBA programs can guarantee curated work experience within the professional sports industry. SU offers students access to a wide array of Front Office opportunities through partnerships with the Mariners, Kraken, Seahawks, Sounders FC, and Storm, in addition to opportunities with Climate Pledge Arena and Oak View Group.

This program is firmly rooted in SU's mission, particularly its aim to empower leaders for a just and humane world. The focus on leadership through a social justice lens has been woven into every aspect of the curriculum.

"Teams are serving fan bases that are more diverse than ever so everyone on the business side needs to understand the value of diversity and inclusion. If you're working on tickets, events, or promotions, how can you be inclusive? How can you mitigate your biases? These are the questions we're asking," said Program Director Maylon Hanold.

Through this partnership, the Mariners will admit three SU students into Front Office fellowships each year for the next five years. We expect that many of these fellows will be from BIPOC communities and all of them will have a strong focus on social justice and DEI.

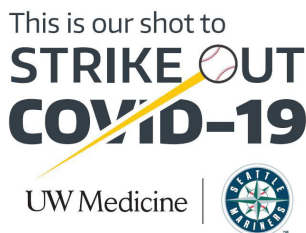
Providing students in this program with in-person experience in the professional sports industry keeps new ideas cycling through Front Offices and improves the fellows' chances of being hired after the program.

By helping to send passionate, equity-focused professionals into the industry, the Mariners and our partners are creating the changes that we all want to see in Washington and beyond.

ADVANCE EQUITY THROUGH COVID-19 RESPONSE AND RECOVERY

In addition to these long-term efforts, we committed to responding to the effects of COVID-19 through partnerships that ensure an equitable response and recovery. While the pandemic has touched everyone's lives, it has placed the greatest burden on people who were the most vulnerable to start with: low-income families and communities of color.

Together with UW Medicine, the Mariners launched **Strike Out COVID-19**, a campaign to advance vaccine equity. We donated \$2 million to support mobile vaccination efforts in under-resourced communities and community outreach strategies based out of Harborview Medical Center. To help get the



word out, we created an awareness-raising campaign featuring Mariners players and team personnel. Strike Out COVID-19 targets communities that have been disproportionately affected by the pandemic and historically marginalized by healthcare systems.

The pandemic had a devastating health and economic impact on our region, particularly for people in BIPOC and low-income communities. In September 2020, the Mariners responded to immediate needs by making a nearly \$75,000 donation to **All In WA**, a statewide



effort to support workers and families in our state who've been hit hardest by COVID-19.

The donation was financed by purchases of our Seat Fleet fan cutouts, which brought color and atmosphere to T-Mobile Park before it was safe for fans to attend games. The Seat Fleet donation helped tens of thousands of people across Washington get emergency financial assistance, essential childcare, mental and behavioral health services, food assistance, and more.

We realize that recovery from the pandemic will take years and not all community members have the same resources and opportunities. That's why the Mariners awarded a Community Impact Grant to the **Fund for Inclusive Recovery** in May 2021.



Fund for Inclusive Recovery

The Fund for Inclusive Recovery will drive investments to BIPOC organizations, movements, and communities in King County during this long recovery from COVID-19. This new Fund is hosted by the Seattle Foundation and allows donors to pool their dollars to maximize impact. Seattle Foundation's goal is to raise \$50 million over the next five years. As a founding partner, the Mariners organization contributed \$100,000 to this effort.

Since its launch in March 2021, the Fund's leadership has focused on learning, organizing, and building relationships to ensure its philanthropic investments are as impactful as possible. These efforts have included creating principles to guide the Fund and partnering with the Bridgespan Group to research and identify gaps that philanthropy could fill. In addition, the Fund has engaged a Community Advisory Group to guide future grantmaking efforts. This Advisory Group consists of 20+ leaders from organizations including White Center CDA, Latino Community Fund, Seattle Indian Health Board, Muslim Association of Puget Sound, and more.

Seattle Foundation plans to announce grant opportunities before the end of 2021.

NEXT STEPS FOR THE MARINERS COMMITMENTS

While we are excited about the progress made in the past year, the Mariners commitment to social justice and racial equity is long-term and we still have a lot of work to do. In the coming year, we will increase our actions and investments.



Mariners Care will announce a third round of Community Impact Grants in the fall. These grants will drive resources to outstanding organizations improving the physical and mental health of BIPOC youth, advancing the business success of BIPOC entrepreneurs, and accelerating positive outcomes for BIPOC communities.



We are excited to welcome our second class of the Hometown Nine in August—growing this amazing cohort to 18 student-athletes—and open applications for a third class in spring 2022. Mariners Care will also continue our On BASE programs to help all young people across our region play baseball and softball.



Mariners will deepen and expand our relationships with BIPOC-owned business partners, with the goal of spending at least \$2 million with these partners annually. The coming year presents the opportunity to fulfill our initial commitment.



We will grow the pipeline of Mariners business partners when five scholarship recipients start the UW Foster School of Business's Minority Business Executive Program in the fall.



Seattle University's MBA in Sport and Entertainment Management program will be in full swing and the Mariners are thrilled to host our first class of SU fellows in spring 2022 and welcome the new perspectives they will have to offer.